

Welcome!

**We will begin the presentation
promptly at 6:30 pm.**

Please ensure your device is muted

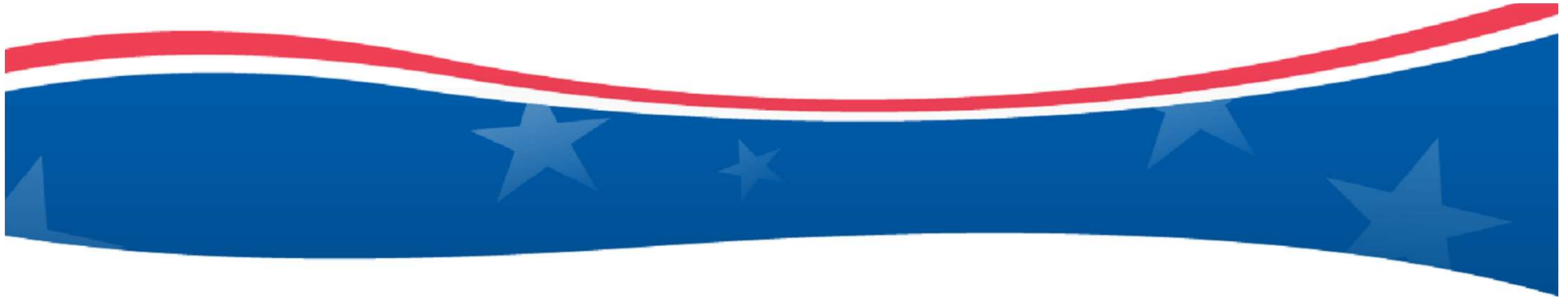
Thank YOU for joining us!





Housekeeping

- ★ All lines are muted. *(Please keep all lines muted)*
- ★ Type in Chat Box for Questions
- ★ Start/Stop Video to show Camera



Tonight's Presenter:
Lorrie Andrew-Spear
VDH Risk Communications Manager

Tonight's Co-Presenter/Chat Monitor:
Linda Scarborough
VDH Western Region Public Information Officer



Risk Communications and Outreach for MRC Volunteers

Virtual - November 30, 2021

Lorrie Andrew-Spear

VDH Risk Communications Manager and
Northern Region Public Information Officer



Agenda

- Introductions
- Public Health Communication
- Communication Theory & Basics
- Communicating Prevention Messages
- Communicating in an Emergency Situation
- A word about COVID-19



Introductions

- Name
- Medical Reserve Corps Unit
- How long you've been in MRC (optional)
- *Please type your response into the Chat*



Persuasive Communications

- Who Talks to You?

- Recall a time when someone has effectively OR ineffectively engaged you in trying to sell something to you or persuade you to do something
- *Please type your response in the chat*



Health Communication Obstacles



- Uncertainty, complexity
- Distrust (Government, Science, youth, age, etc.)
- Conflicting evidence
- Selective/Biased reporting by the news media

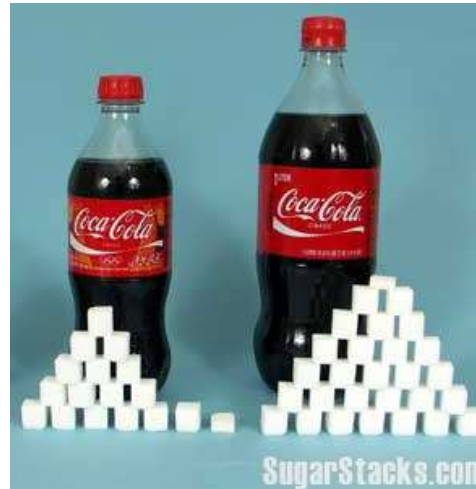
Health Communication Obstacles

- Rumors, Misinformation, Disinformation
- Emotion overcomes logic
- Language & culture
- Physical presence vs. virtual



Outreach about Prevention

- What's the purpose?
- (Type in Chat)



People Don't Want to Change

- Beliefs
- Values
- Traditions, culture
- Experience
- Anecdotal evidence
- Distrust of authority
- Inertia/resistance to change



Changing Health Behavior

- Consider risks of current behavior
- How serious are those risks?
- Recognize benefits and motivators to change behavior
- Overcome the barriers
- Use effective strategies: “You can do it - and here’s how!”




- Adapted from the Health Belief Model

Communicating Prevention

Scenario

1. Who is your audience (age, gender, etc.)?
2. How you would address:
 - Risks of current behavior
 - Seriousness of risks
 - Benefits/Motivations
 - Overcoming barriers
 - Effective Strategies





Your clients will
judge your message
by its *content*,
its *messenger* and its
method of delivery.

Communications Basics

- Communication frequency
- Interactive listening
- Talking is NOT communicating
- Hearing and listening are different
- We can “hear” without choosing to listen
- Engaging for action



Be an Active Listener

- Look at the speaker
- Turn your body toward the speaker
- Nod, or give verbal encouragement
- Concentrate on what's being said
- Ask clarifying questions



Avoid

- Criticizing
- Second guessing
- Discounting
- Lecturing
- Placating
- Rationalizing
- Generalizing
- Letting feelings interfere with your ability to communicate positively.
- Conveying disgust, frustration, indifference or fear.

Handling Citizen Feedback

- As a VDH MRC representative,
 - “I hear your point”
- Do not respond to individual medical questions; refer to physician, clinic, etc.
- It’s ok to say, “That’s a great question, I don’t know the answer.”
- Turn negatives into positives and always bridge back to your key message(s).



Bridging Phases

- “What is most important is”
- “What we should focus on is ...”
- “What the public should know is ...”
- “That speaks to a larger point ...”
- “I don’t know that answer, but what I can tell you is ...”



Emergency Events

- Clinics/Points of Dispensing (PODs)-COVID vaccine/testing, Flu, etc.
- Environmental Hazard
- Outbreak
- Weather
- Drills/Exercises
- Other?







Delivering the Message



Risk Communication Goals

- Show empathy for fear, confusion and frustration
- Empower audience to make informed decisions
- Discourage negative behavior and encourage constructive actions



Risk Communication Tips

- Don't over reassure; everything may *NOT* be o.k.
- Relate/repeat general facts about the incident or event
- Limit information to what has been released



Risk Communication Tips

- Admit what we don't know at present
- Specify corrective and protective actions to take to protect self and family
- “Here’s what you can do.”



COVID-19 Communications

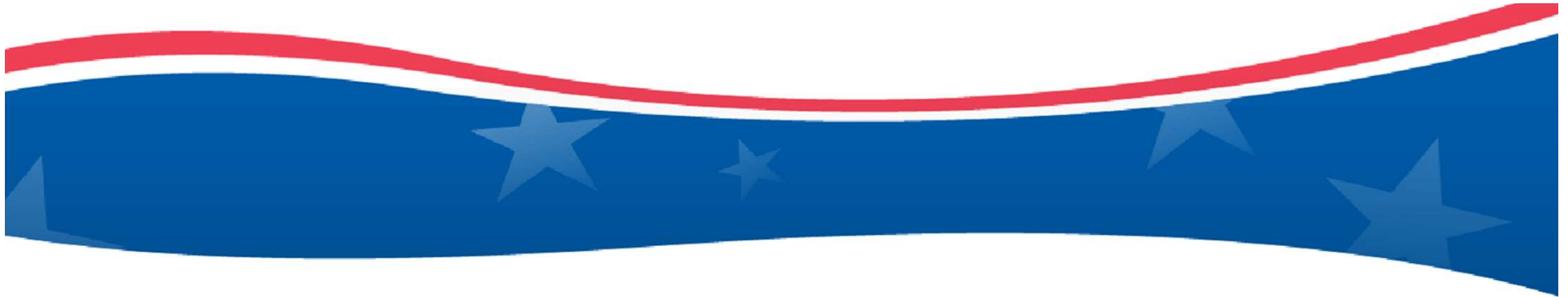
- 1-877-Vax-In-VA (or local hotline)
- Website: *Vaccinate.Virginia.Gov*
- Join COVID Ambassadors -
(*www.covidcommunityambassadors.com/*)
- Follow VDH/HDs on Social media and share
- Get resources from your MRC Unit for outreach



Remember ...



- Changing health behavior is a challenge
- Engage in active listening, empathize
- In emergencies, use risk comms principles
- Answer questions thoughtfully
- Recognize people's frustrations and communicate empathy and compassion
- Refer to resources where appropriate

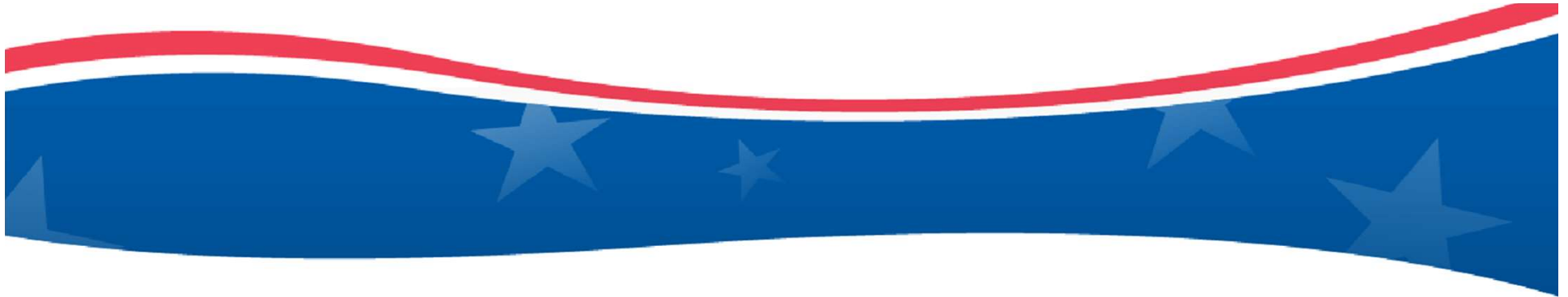


Thank YOU

for choosing to volunteer with the
Virginia Medical Reserve Corps!

YOU are the force multiplier that makes Virginia
better prepared and resilient!





To verify your attendance,
complete the attendance form:

[Attendance Form](#)

Type **“Communicate”**
in Private Phrase line

